



**Commonwealth of Kentucky
Public Protection Cabinet**

Department of Financial Institutions

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FOR IMMEDIATE RELEASE

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Value and Protect Your Personal Information
DFI Reminds Consumers That Personal Info Is Like Money – Protect It

FRANKFORT, Ky. (Jan. 26, 2018) – Technology is increasingly integrated with our daily lives, connecting us to the virtual world around us. Our connected devices contain enormous amounts of personal data about us and our friends and family. While some of this data can make our lives better and more convenient, there are those who would use this information to defraud and steal.

The Department of Financial Institutions (DFI) reminds consumers on Data Privacy Day, Jan. 28, to value and protect personal information by being #PrivacyAware.

“Apps, websites and stores can track information about you, such as your purchase history, location and recent web searches,” said DFI Commissioner Charles Vice. “This information has great value to retailers and cybercriminals alike. Be careful about who has access to that information about you by understanding how it’s collected through apps and websites.”

DFI offers these tips for consumers to guard their data privacy:

- Understand how information is collected and any agreements you sign
- Review app permissions and the company’s privacy policy
- Delete unused apps
- Keep your apps, programs, browsers and software current with updates and patches
- Turn off Bluetooth and Wi-Fi when not in use
- Use strong passwords and authentications to secure your devices

Additional anti-fraud tips from DFI can be found at <http://kfi.ky.gov/public/Pages/scam.aspx>.

Data Privacy Day is a timely reminder that practicing good cybersecurity is linked directly to protecting privacy. The annual awareness campaign aims to inspire dialogue and empower individuals to take action to better protect and manage their privacy while also encouraging

business to respect privacy and safeguard customer data. Data Privacy Day, led by the National Cyber Security Alliance in the United States, is built on the theme, “Respecting Privacy, Safeguarding Data and Enabling Trust.”

For more cybercrime tips and best practices, visit STOP. THINK. CONNECT.™, the global online safety education and awareness campaign, at <https://stopthinkconnect.org/tips-advice/general-tips-and-advice>.

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DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years, it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.